



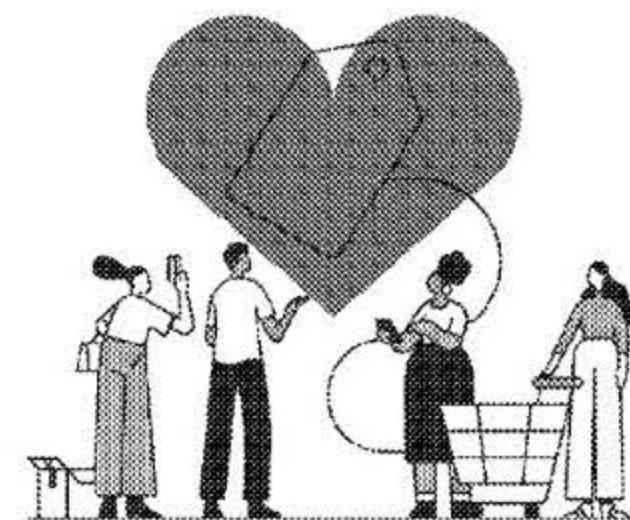
# **Deepening Relationships w/ C-Suite**



Black isn't a primary, secondary, or tertiary color. In fact, black isn't on the color wheel because it isn't considered a color. It's all colors. Or rather, the absorption of all colors. Black absorbs all light in the color spectrum.

# Bi-Weekly Agency Sales Meeting

February 13, 2023



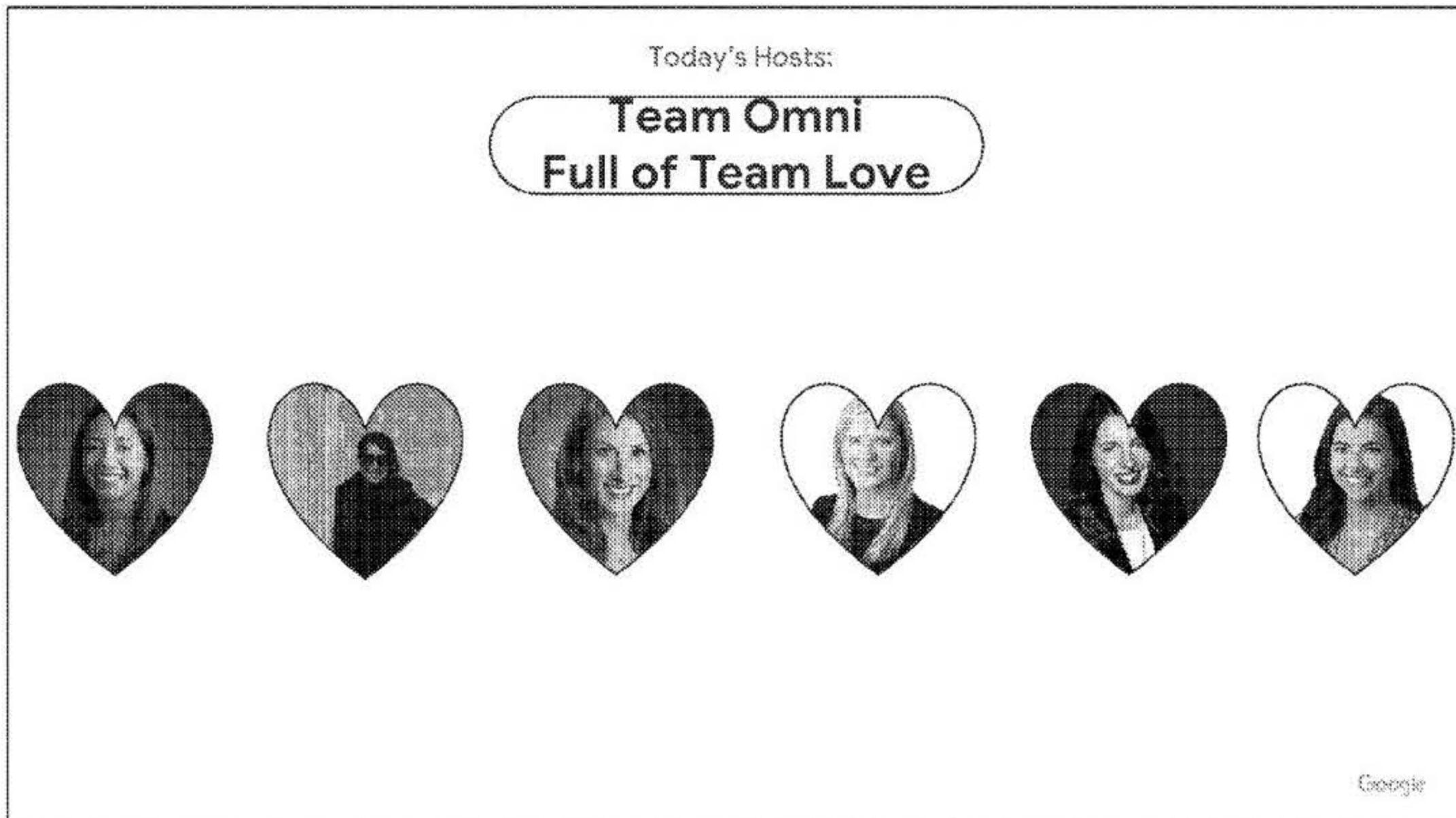
Google

Placeholder

## MENTIMETER PLACEHOLDER

JEN: Which was your favorite super bowl ad? - then  
open agenda

Google



[Cori]

February 13, 2023

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## Agenda

- Leadership Top of Mind (5 mins) - Monique  
Monique (1 min)
- Rev Call Recap (5 mins) - Chris  
Chris (5 mins)
- Leaderboard Whales (5 mins) - Sara  
Sara (1 min)
- ASL + Specialists Discussion (20 mins) - Perf/Google AI (Julie)  
Julie (3 mins)  
+ Video (Molly)  
Molly (1 min)
- Wrap

Matt

Placeholder - MENTIMETER

## MENTIMETER PLACEHOLDER

MO: What's your favorite romantic movie, cheesy or not? - then transition to Mo for Leadership TOM

Google



[Tom]

Top of Mind:

KBH Fall is a time of change - seeing the beauty

KBH - Quick rundown of topics

KBH/KAP Alan departure: Incredible opp to grow the digitization of documents, become a CEO, growth mindset ----know Sean is a seasoned leader - came from the Agency side of the business, understands and has a broad view of all verticals and agency in GMP role and also an ALCS view given his remit on GMP covers LATAM and Canada. Don't let this be a distraction - it's an opportunity to learn from and grow under an incredible leader both short term and long term - does not change our focus on what we need to land... Sean will continue to work to ensure head's are getting opened up for backfill.. timing?? (GMP is being told Q1)

Kap: AB&S Directs workshop

KAP: YT creators / Shorts news from this week; make sure everyone understands that news and maybe get ASL's take on where they think it can help us do more with our partners and clients

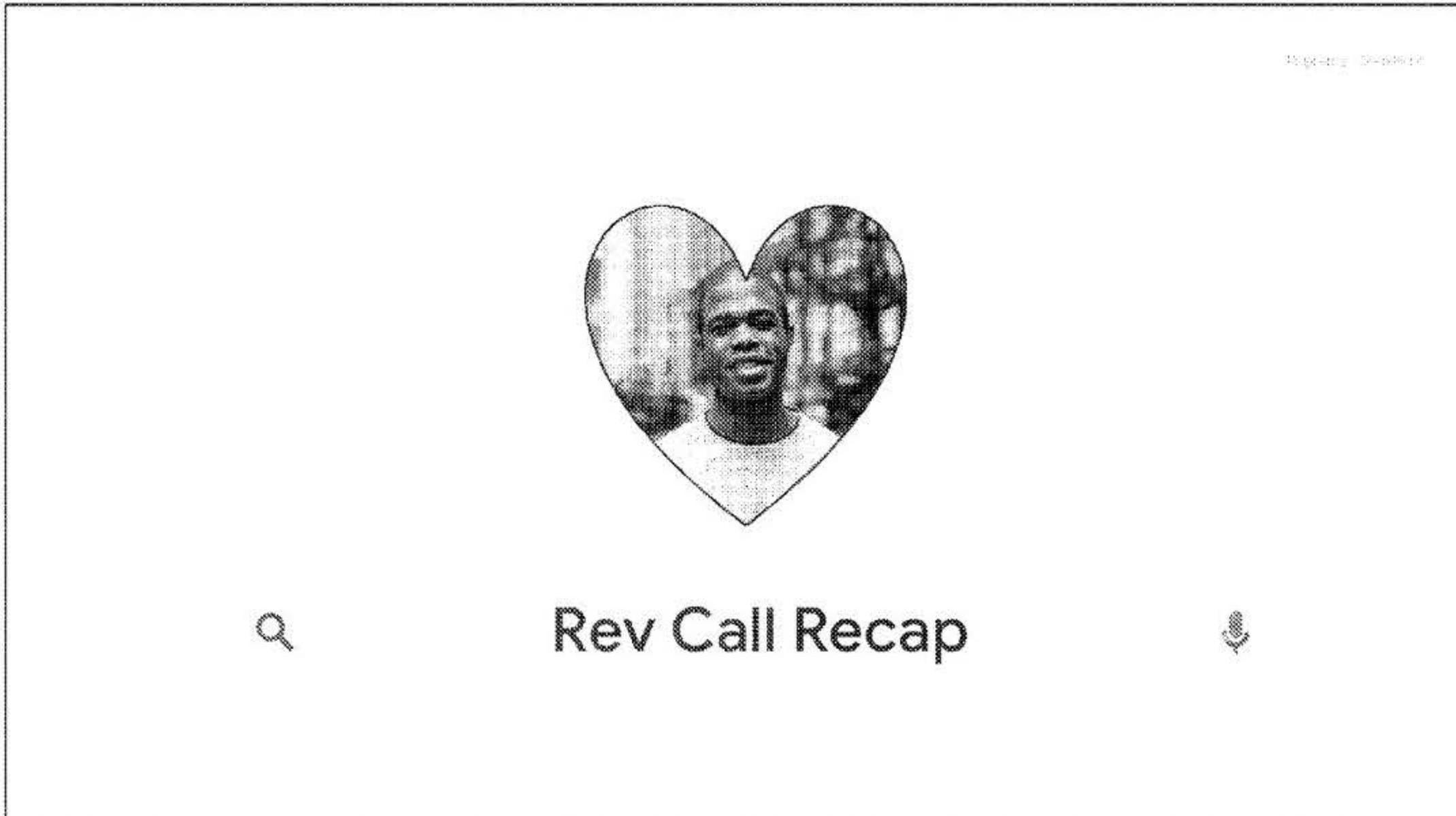
Dave: TLDR on SA360 glitch and next steps on Quota relief

Placeholder

## MENTIMETER PLACEHOLDER

FLETCH: What's your favorite Valentine's treat? - then  
transition to Chris for Rev

Google



[Tom]

**Top of Mind:**

KBH Fall is a time of change - seeing the beauty

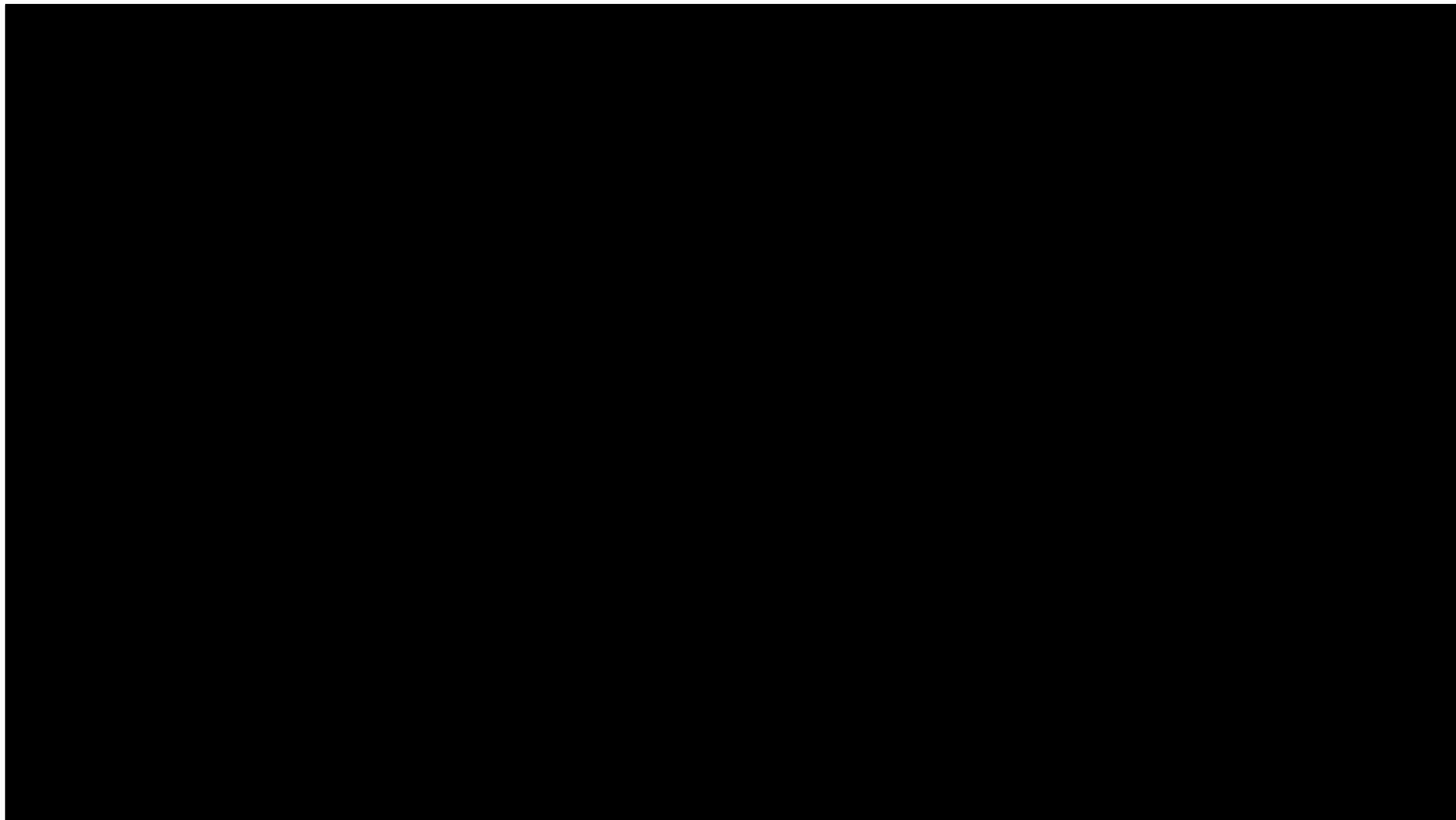
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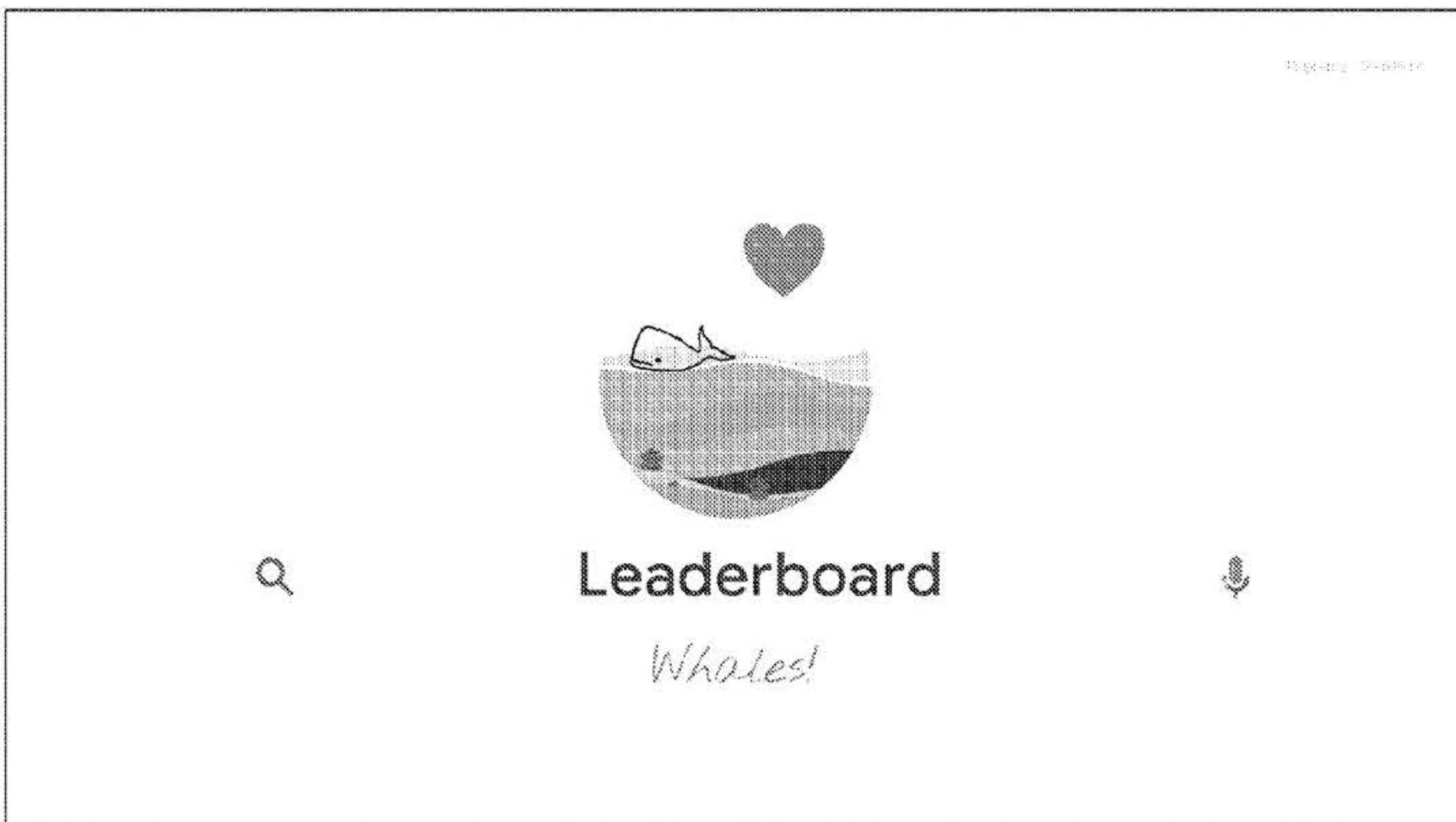


Placeholder

## MENTIMETER PLACEHOLDER

RITT: Best Valentine's gift to give or get? - then  
transition to Sara for Whales

Google



## Top Whales at a Glance (as of 2/8)



?

What are you  
doing/how are you  
providing impact  
for SEARCH and  
VIDEO? What do  
you need?

For more details on your whale see:  
[california@realpolitikinc.com](mailto:california@realpolitikinc.com)  
[california@realpolitikinc.com](mailto:california@realpolitikinc.com)  
[california@realpolitikinc.com](mailto:california@realpolitikinc.com)

Placeholder

## MENTIMETER PLACEHOLDER

LAUREN: The scent of Valentine's Day is... - then  
transition to Julie + Molly

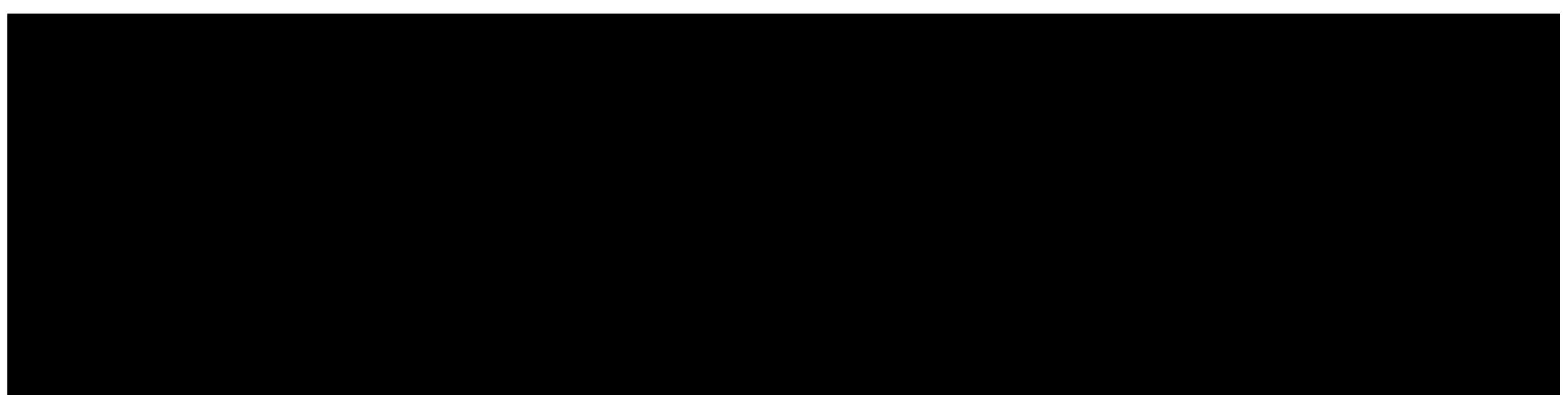
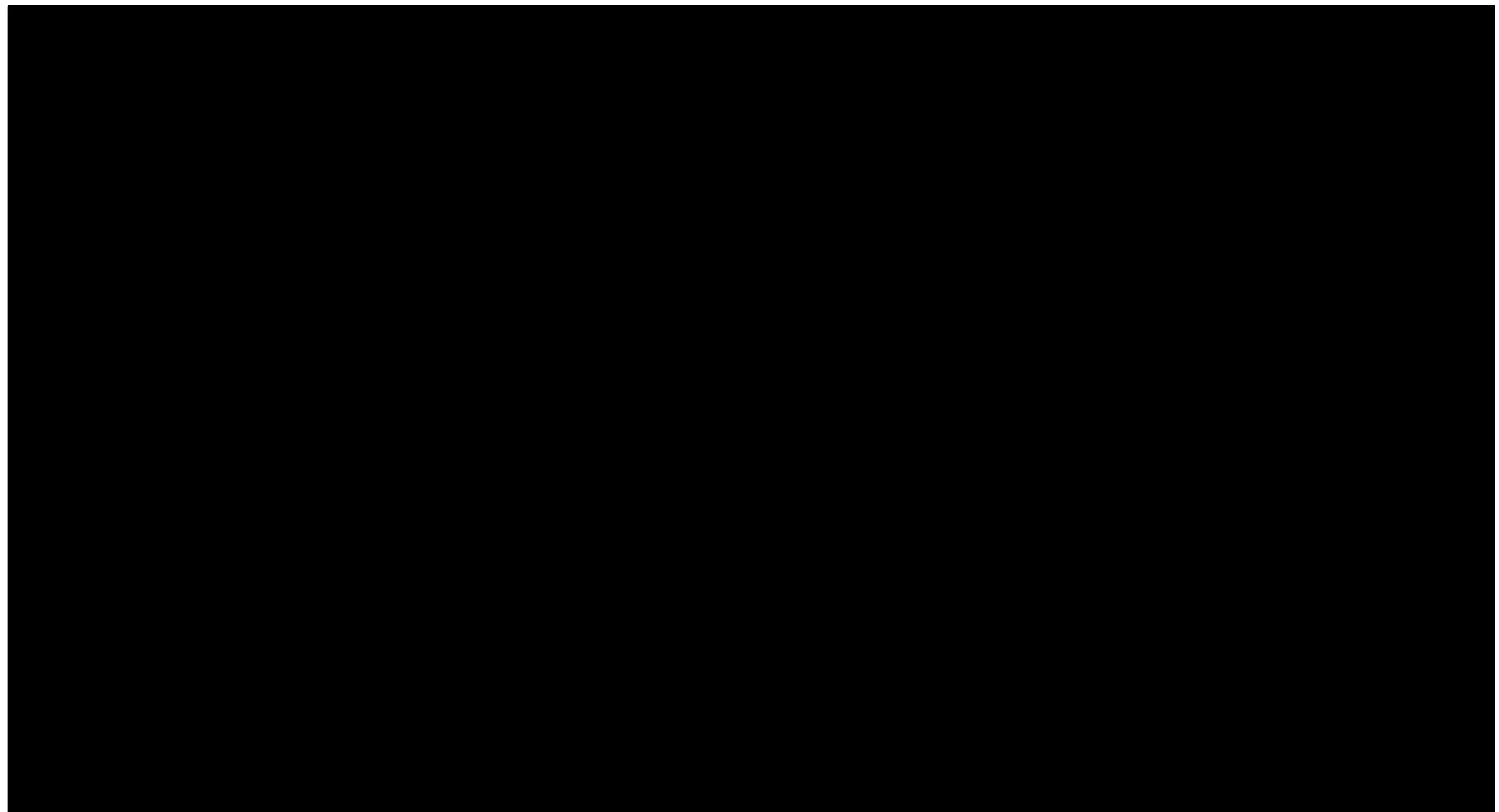
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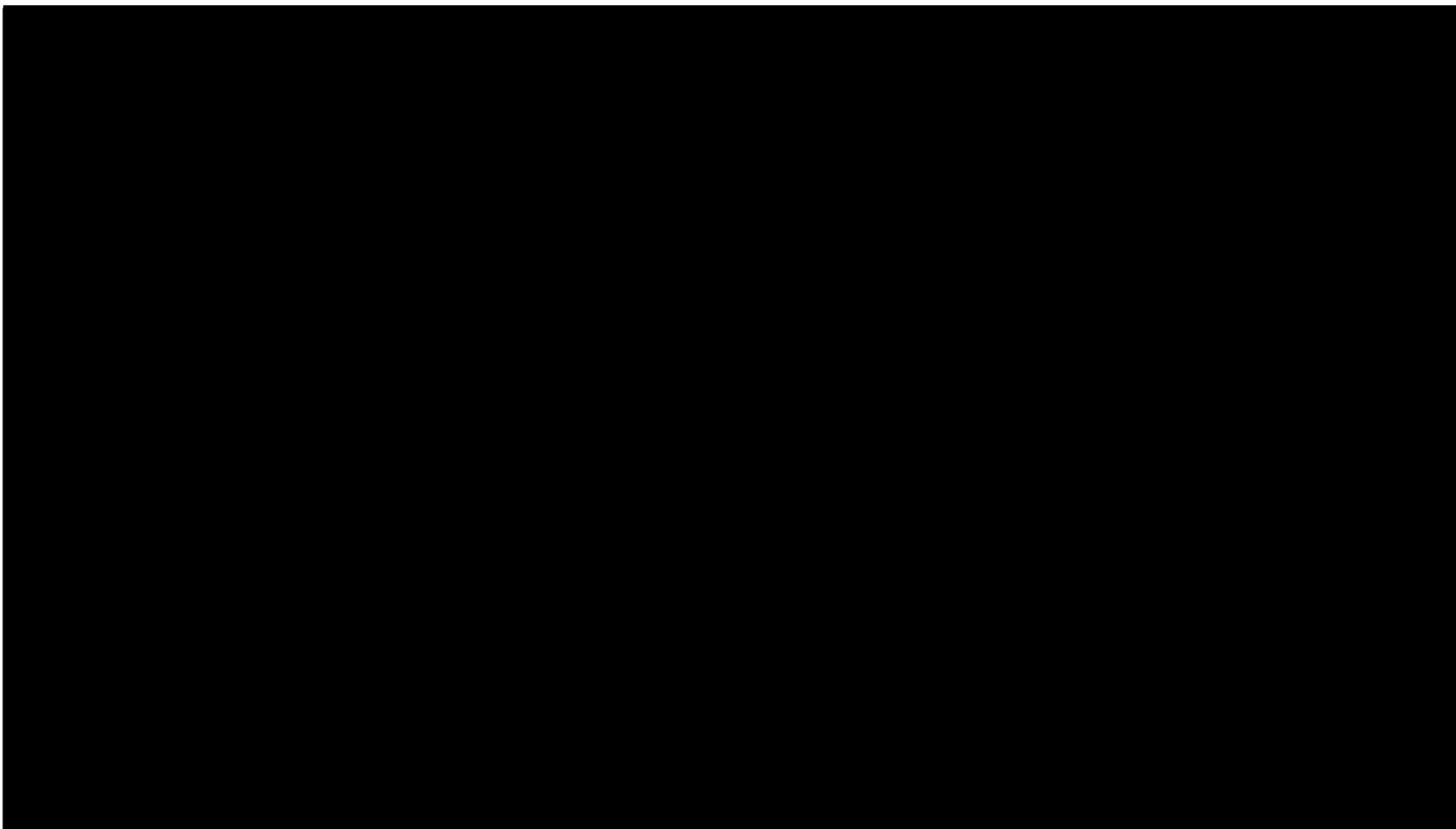
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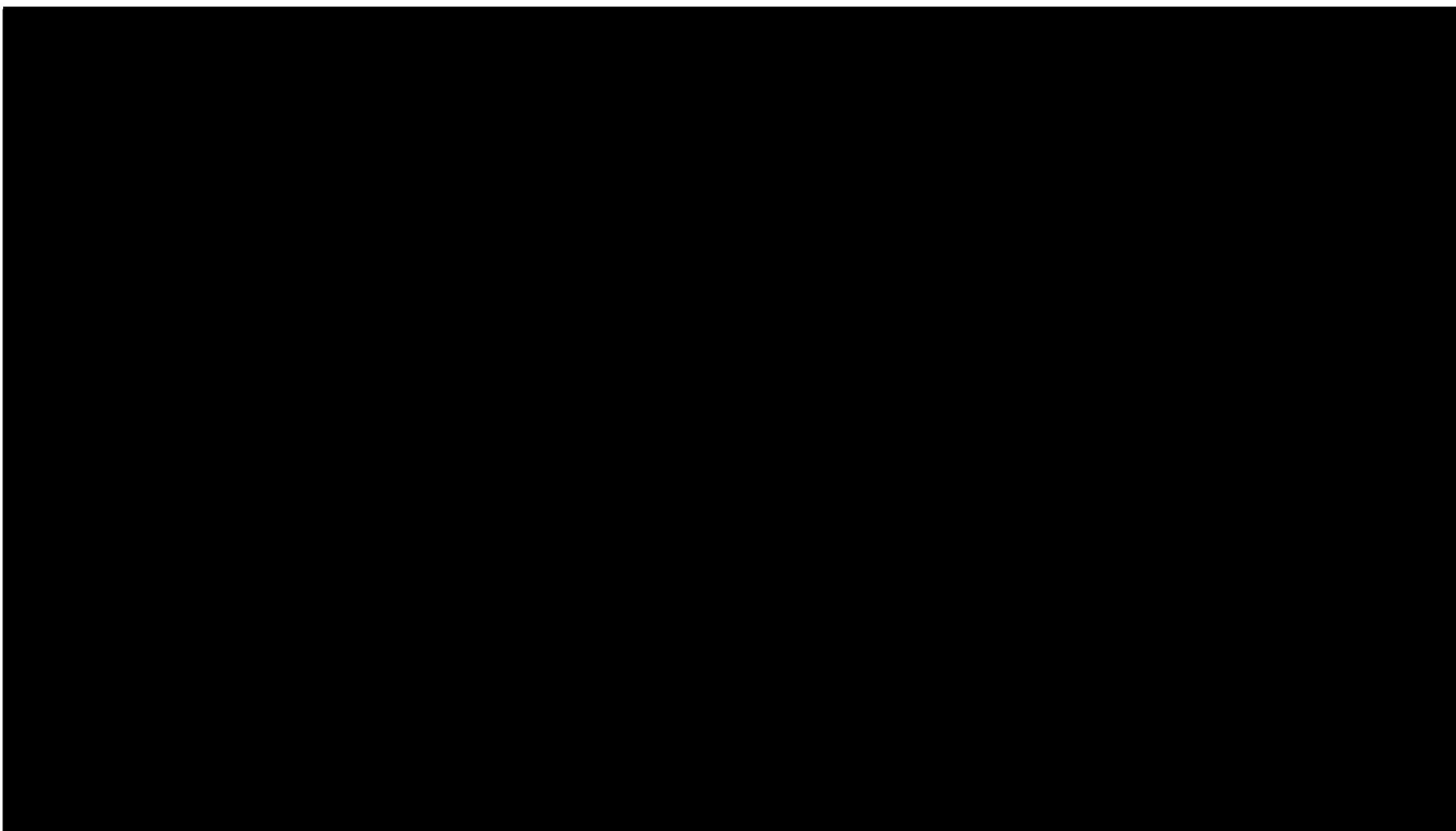
# Agency R&R

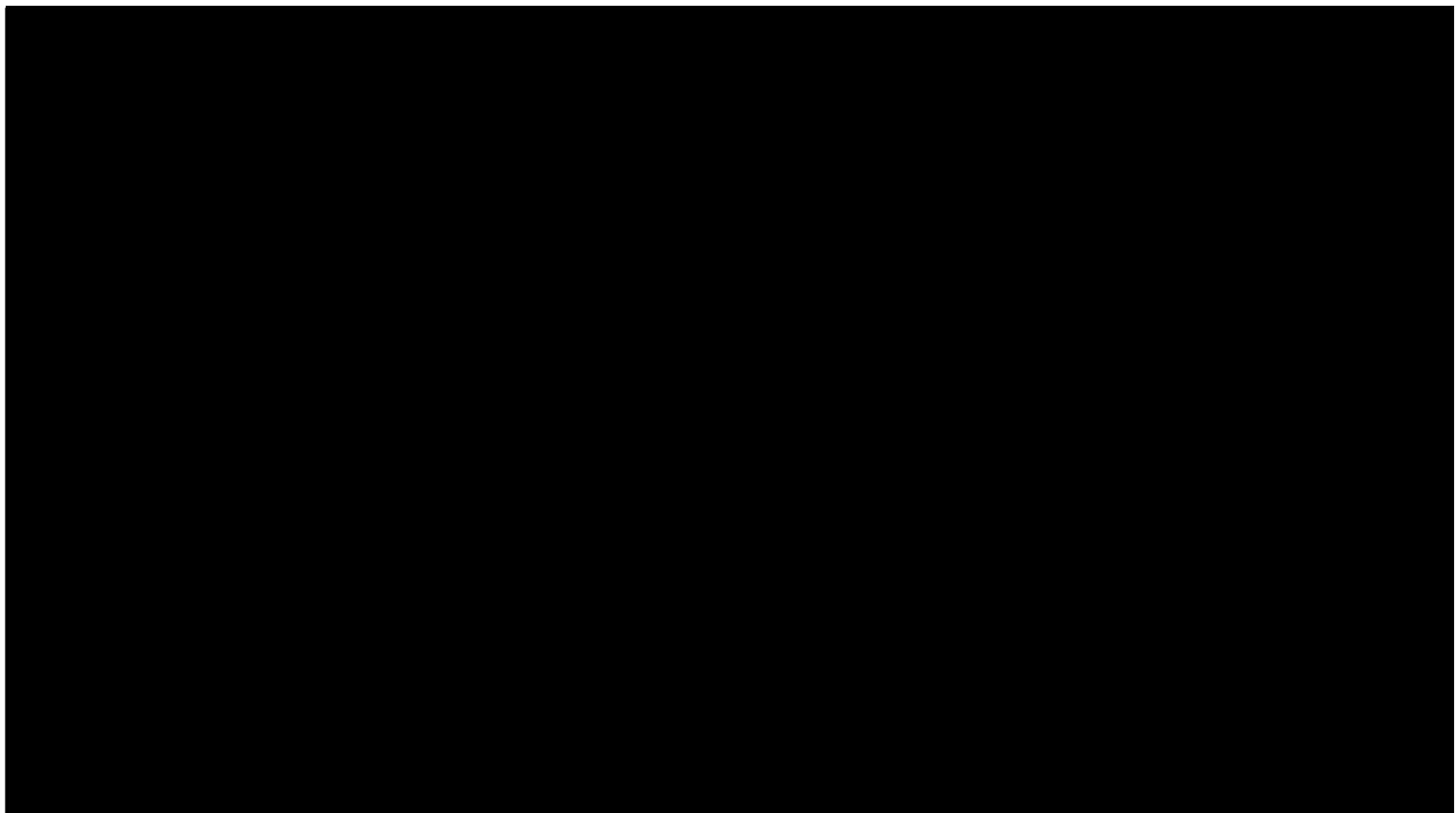
Performance + Video

Google









Molly/Jackie/Dan R&B

Placeholder

## MENTIMETER PLACEHOLDER

VICKY: What do you love about your team? - FIN

Google

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Thank you! ❤

# Bi-Weekly Agency Sales Meeting

January 30th, 2023

Google

## Team Indy

Ryan Gibson  
Executive Agency Lead

Rachel Rasmussen  
Agency Lead

Janelle Ramirez  
Agency Lead (on bungee)

Matthew Anderson  
Agency Lead

Andy Valencia  
Agency Lead

Emily Frost  
Agency Lead

Catherine Brandon  
Bungee Agency Lead

Evan Holdstock  
Street Ops

Osiris Gonzalez  
Intern Agency Lead + SET AF

Jaap Derkx  
Agency Lead

Kelli Zito  
Agency Lead (on parental leave)

AdMan  
AI program

Google

Matt

January 30, 2024

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## Agenda

12:00 PM ET [5 min]  
Mindfulness with Ivy

12:05PM ET [10 min]  
*Leadership Top of Mind*

12:15PM ET [5 min]  
*Rev Call Recap*

12:20PM ET [15 min]  
*Coaching by Mastery w/ Stacey*

12:35PM ET [10 min]  
Video Team Updates w/ Molly

12:45PM ET [10 min]  
ATS Follow-Up

Matt

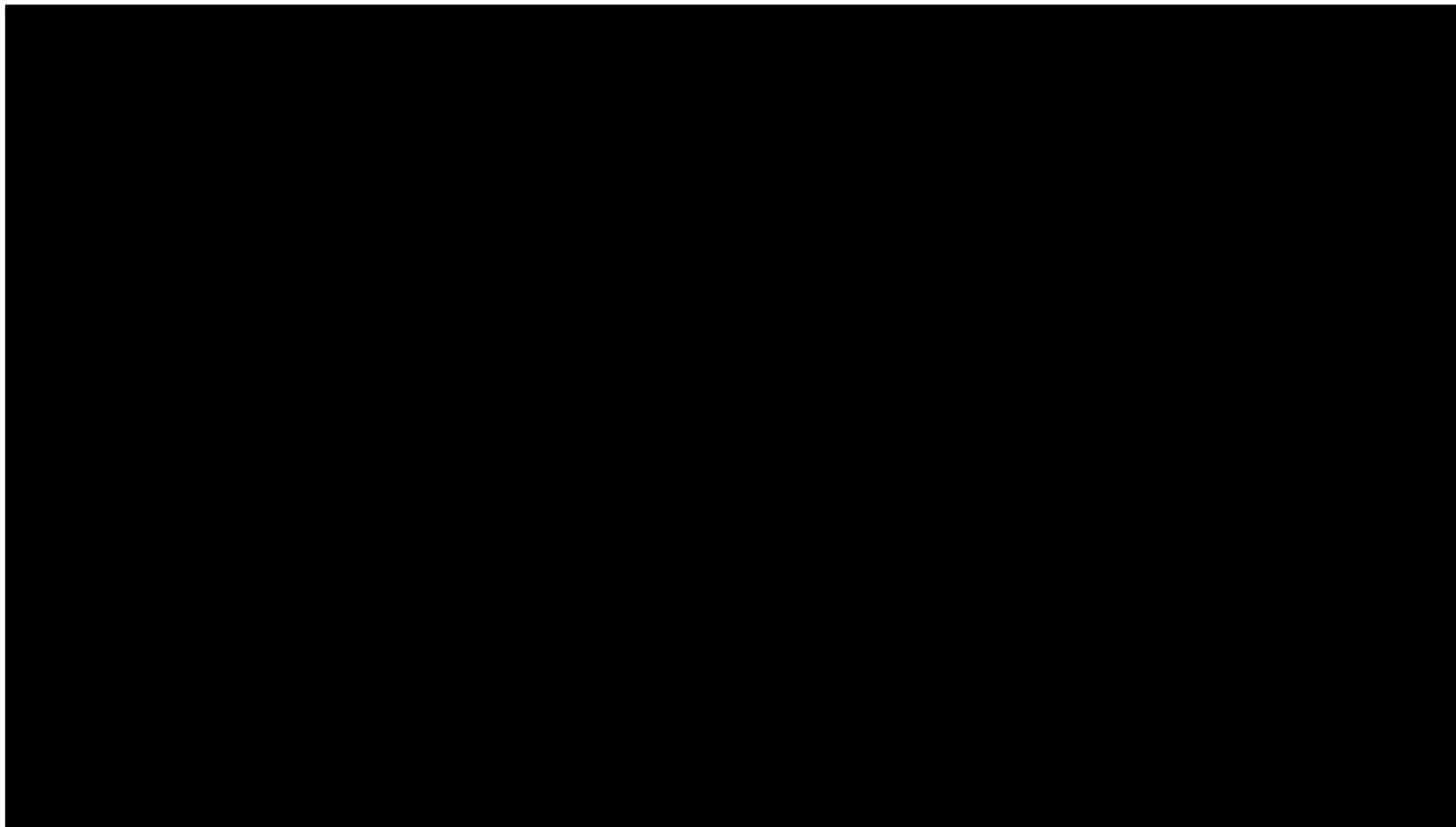
Mindfulness with Ivy

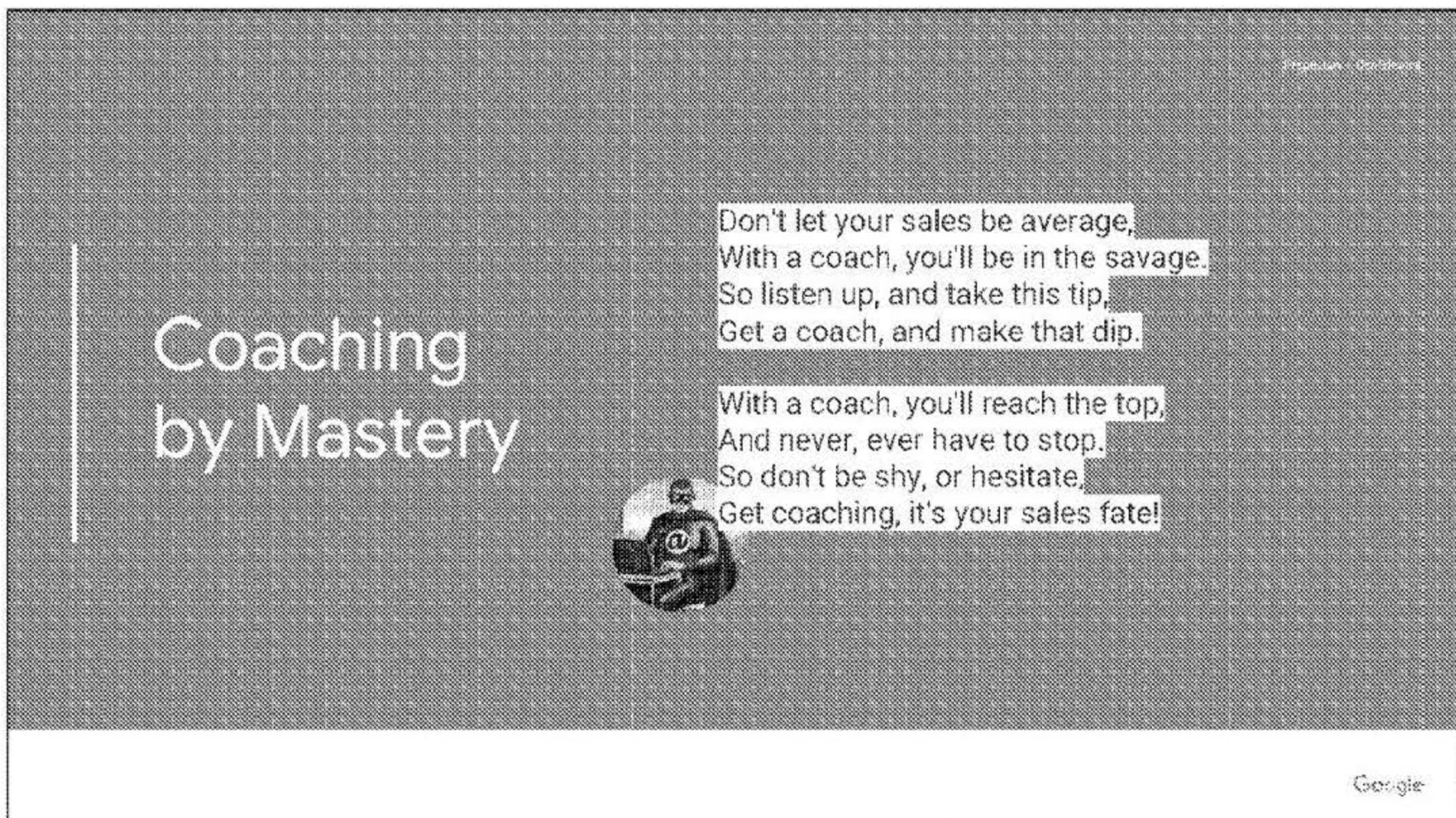


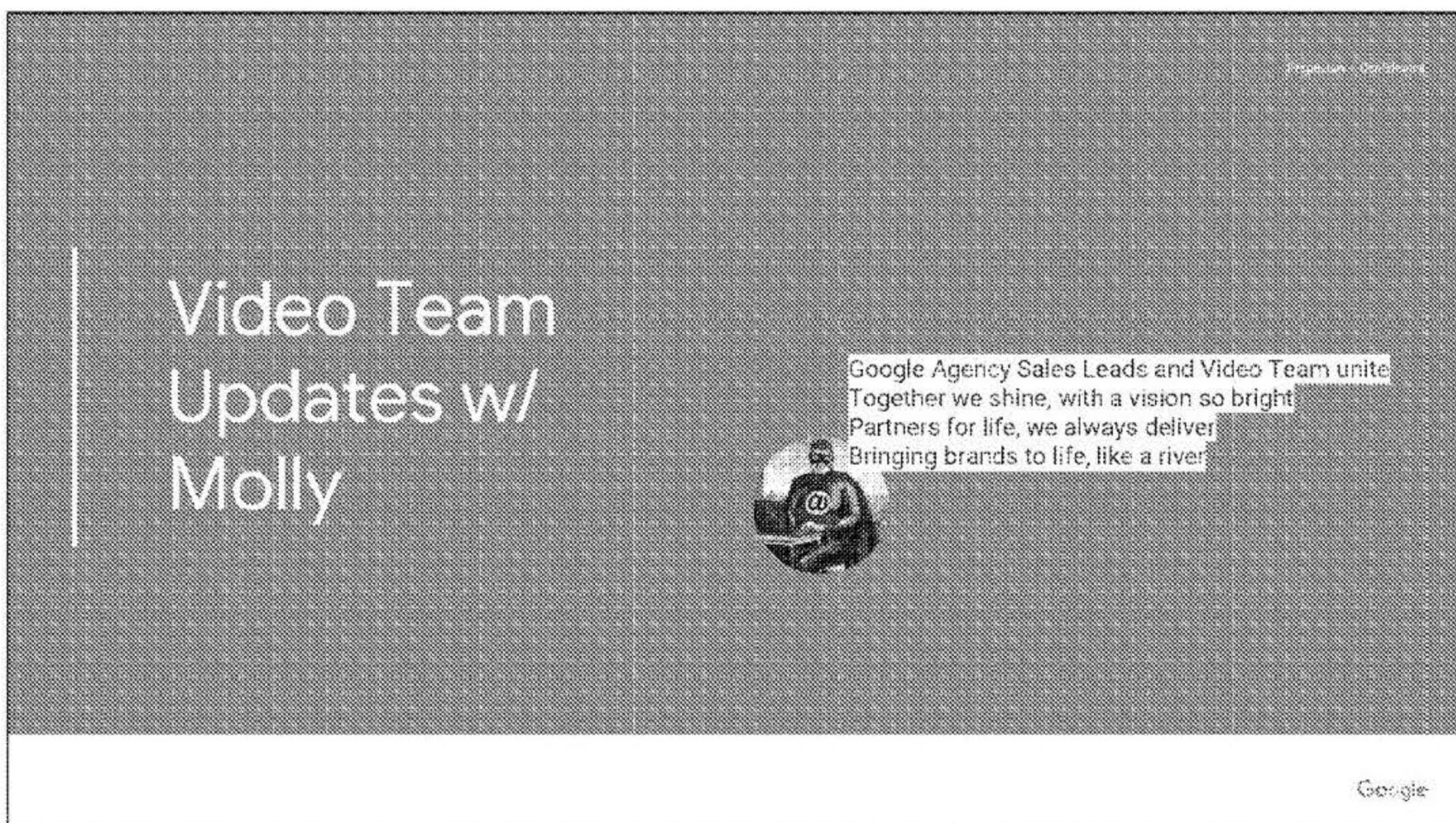
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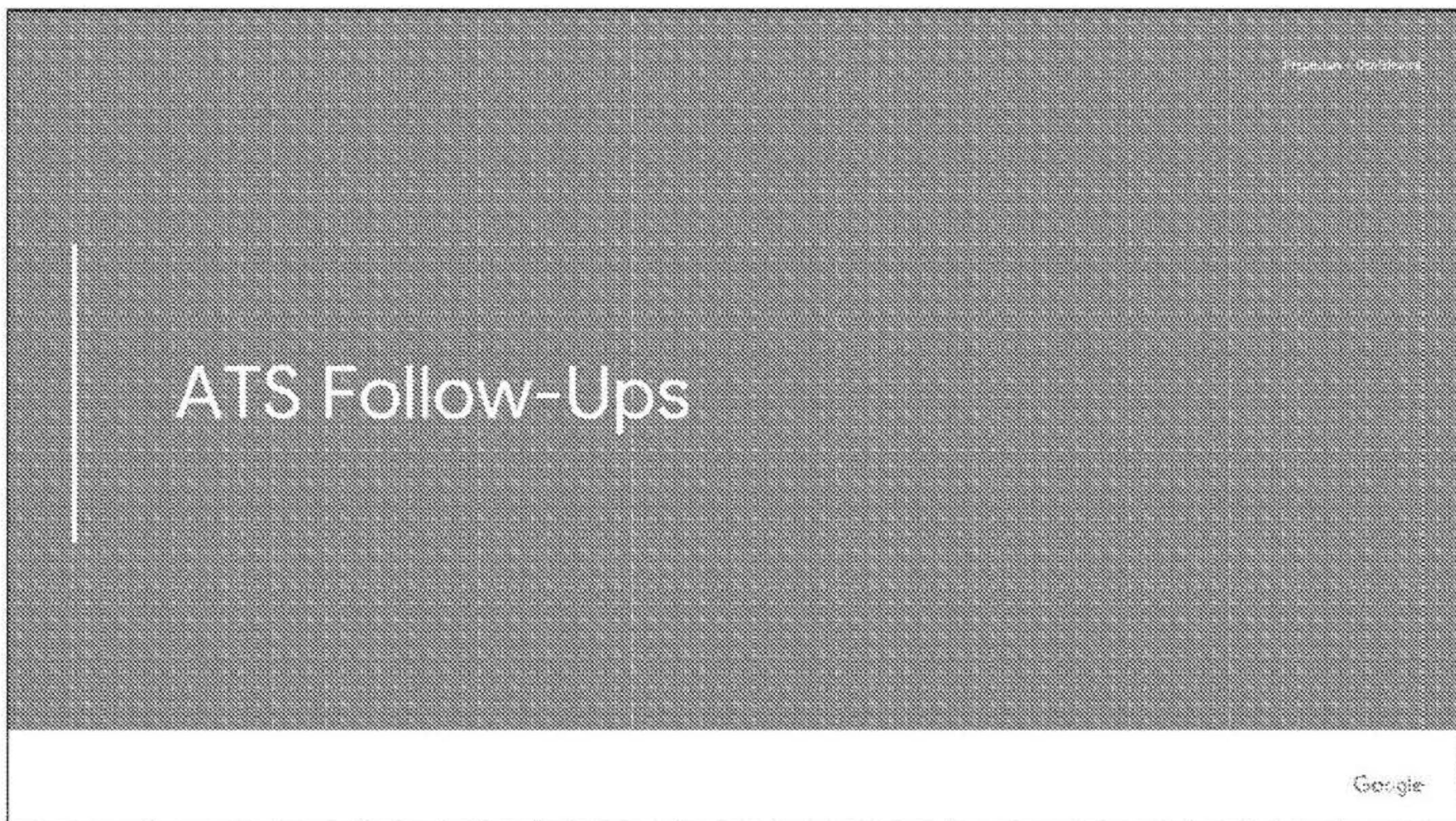












# AGENCY TRANSFORMATION SUMMIT

*15 days in NYC w/ 100 clients  
2 Tracks (Product & Business)  
Global (GCAS) Led*

## Takeaway 1: ChatGPT has taken AI mainstream (& captured agency execs imagination)



### Verse 1:

I've been searching for a way to reach the top  
But my keywords seemed to be stuck in a knot  
I tried to target them one by one  
But my sales still weren't getting done

### Chorus:

Broad match, broad match  
The key to unlock my path  
With broad match, I'm on track  
To reach the top, to dominate

### Verse 2:

With broad match, I don't have to be precise  
I can reach a wider audience, that's no surprise  
My reach is greater, my sales are soaring high  
With broad match, my future is looking bright

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With broad match, my future is looking bright

### Chorus:

Broad match, broad match  
The key to unlock my path  
With broad match, I'm on track  
To reach the top, to dominate

### Bridge:

I used to struggle with my search  
But now my keywords are no longer a curse  
With broad match, I'm reaching the masses  
And my sales are breaking all the records

### Chorus:

Broad match, broad match  
The key to unlock my path  
With broad match, I'm on track  
To reach the top, to dominate

### Outro:

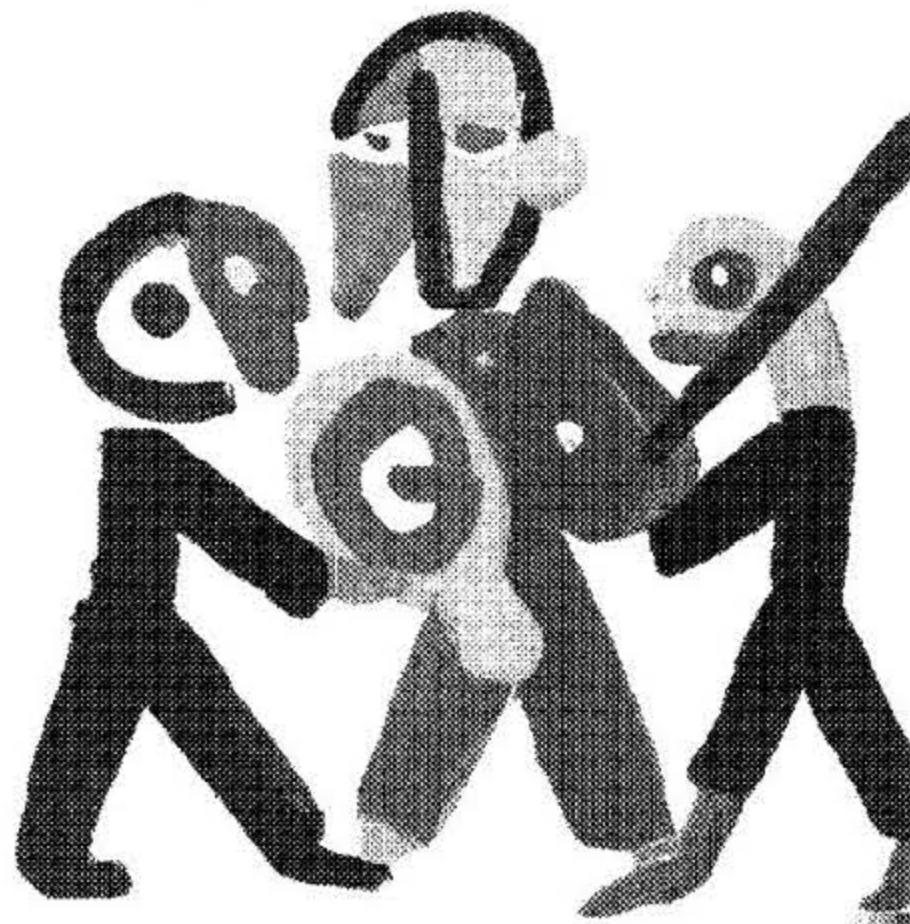
With broad match, my keywords are no longer a hassle  
I'm reaching new heights, my future is now boundless  
So don't be afraid to think big, give it a try  
With broad match, you'll reach the top, and dominate the sky.

## Takeaway 2: The power of clients speaking on our behalf



*"Create a digital image of an ad agency executive speaking to a room of Googlers & other ad agency executives"*

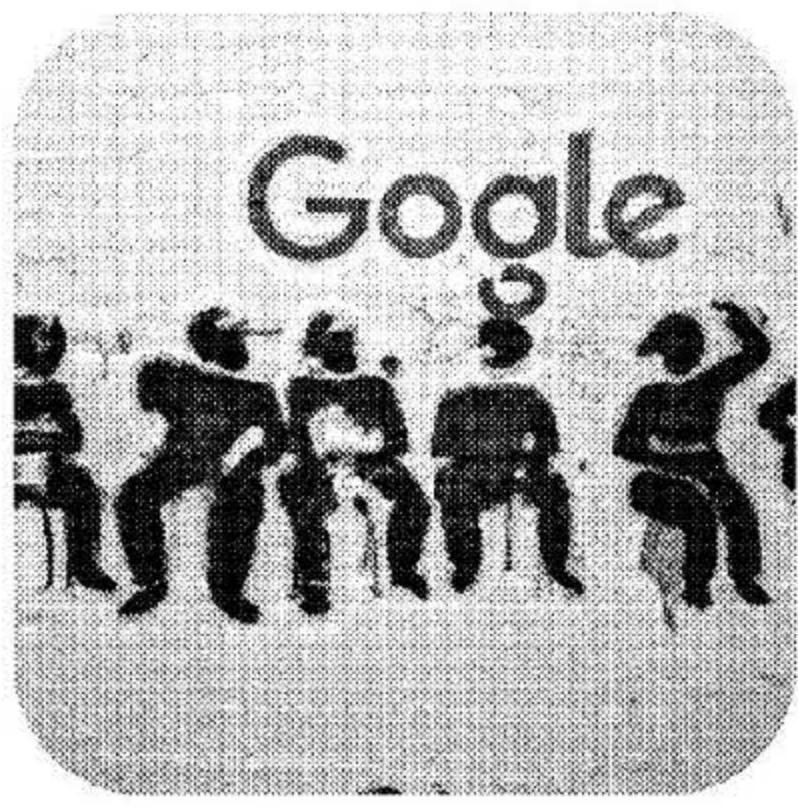
### Takeaway 3: Balancing clients & a return to normal-ish



*"Picasso painting of a Googler at a conference balancing two competing priorities"*

Proprietary - Google

## Open Discussion



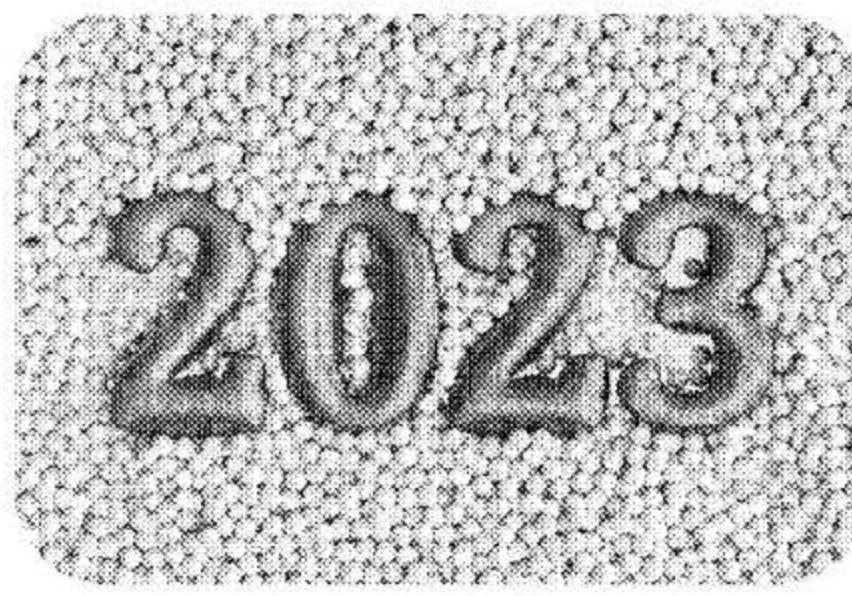
*"Banksy of Google employees having a discussion"*

- Any takeaways from your agency you want to share with the team?
- Feedback about the event?
- Next steps you are going to take with your partners
- Anything else you want to share

[go/ASLSalesMeeting](#)

# Bi-Weekly Agency Sales Meeting

January 9, 2023



“And now we  
welcome the New  
Year. Full of things  
that have never  
been.”

Rainer Maria Rilke

Google

Go to [www.menti.com](http://www.menti.com) and use the code  
**2876 7073**

Google

<https://www.mentimeter.com/app/presentation/alqiiwgi6t43vadfm4v8spkqdhnhvkp3/jez4cw7xiqc8>

Today's Hosts:

**Team Publicis**

Megan Danielson  
Director, Agency

Tom Derfus  
Part Agency Manager

Carol Rosenberg  
ASL

Sandy Simpson  
ASL

Cori Moreno  
ASL

Sarah Thomas-Polak  
PASL

Juan Podestá  
PASL

Brian Donohoe  
PASL

Google

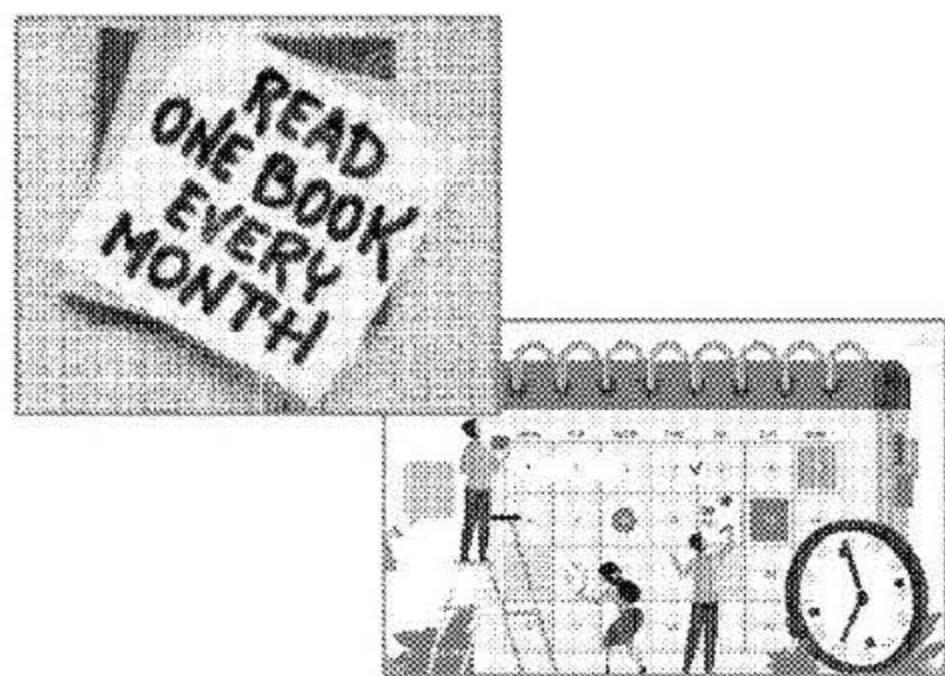
[Cori]

## Agenda

- Leadership Top of Mind with Megan (10)
- Finance Update with Chris (10)
- 3rd Party Billing Integration & Billing Product Roadshow with Cori & Tom (5)
- Pod Engagement Strategy with Sandy & Juan (10)

Up Next: Megan

Google



## Leadership Top of Mind

Megan

Google

CES, Career Dev f/u, ASL prios

## CES: Google Presence (go/CES2023)



**Google Executive Dinner:** Hosted by Jose Andres & fireside chat with Kristen O'Hara



**1st Ever: Agency-Client CES Dinner:**  
(Dentus, PUB, Omnicom, Kepler, Group M /  
Clients - Eli Lilly, Kroger, Wells Fargo,  
Lenovo, EY, Nestle, ClearChoice)

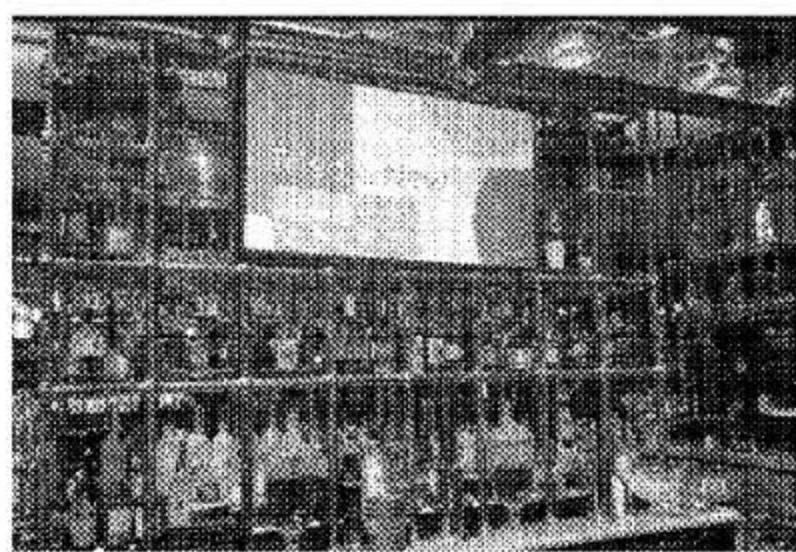
Google

## CES: Google Presence (go/CES2023)

Meeting space at Bardot at Aria



A little Google reminder over drinks



### Themes from Meetings:

- Positive Google Sentiment
- Deal Frustration / Uncertain 1H

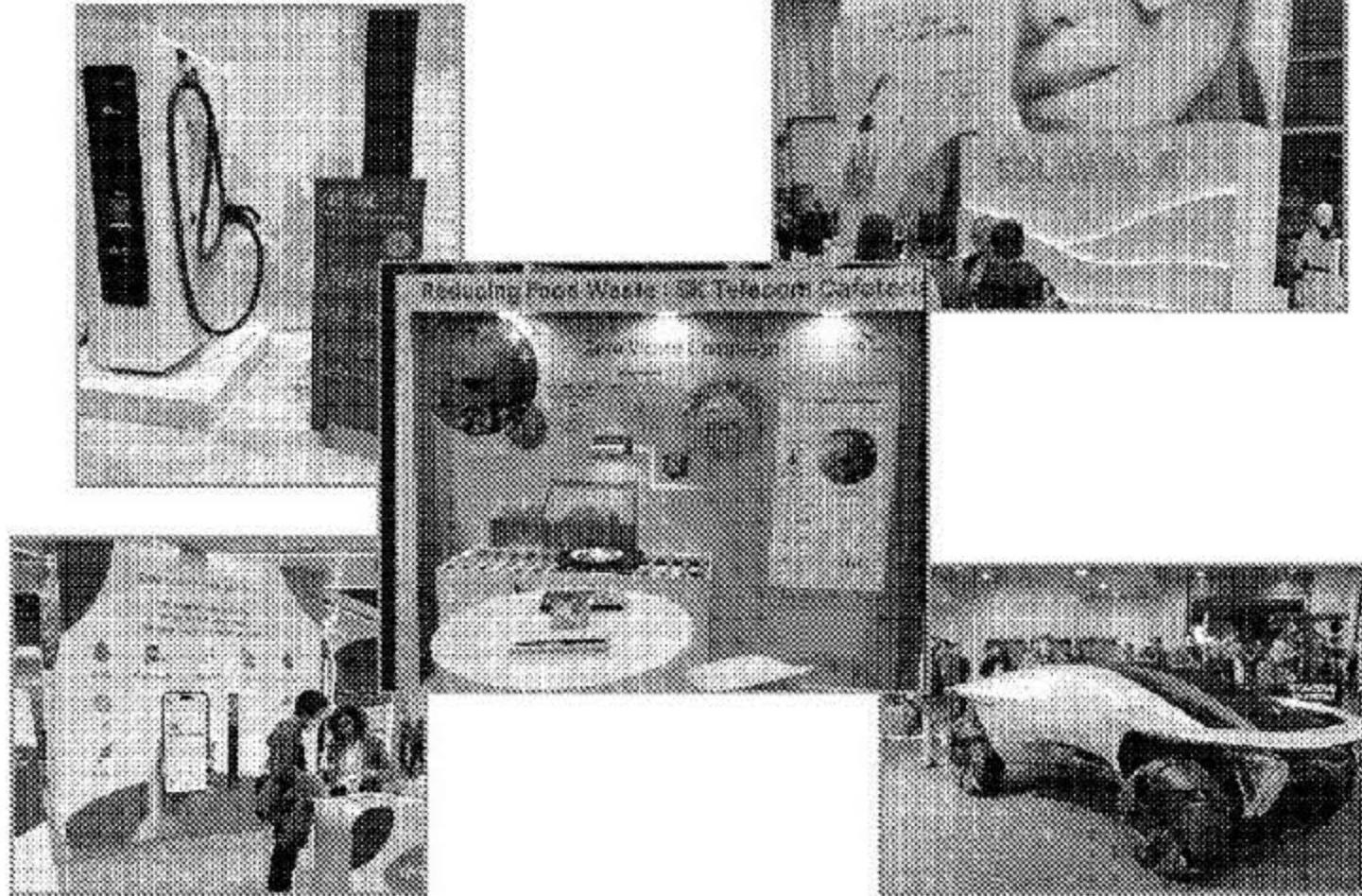
- Relationship Building
- Agencies trying to differentiate
- Agencies need help with complexity

Google

## CES: Themes from the Floor

Moving from Innovation to Transformation

- Re-thinking Mobility
- Green Tech (smarter farming)
- Electric Vehicles & Better Charging Stations
- Digital Health/Wellness:
  - Empowering Patients at Home
- Robotics
  - Restaurants of the Future
  - LawnMowers
  - Operational Efficiencies at Warehouses
- Sustainability / Food Waste



## ASL / PASL Career Growth Track

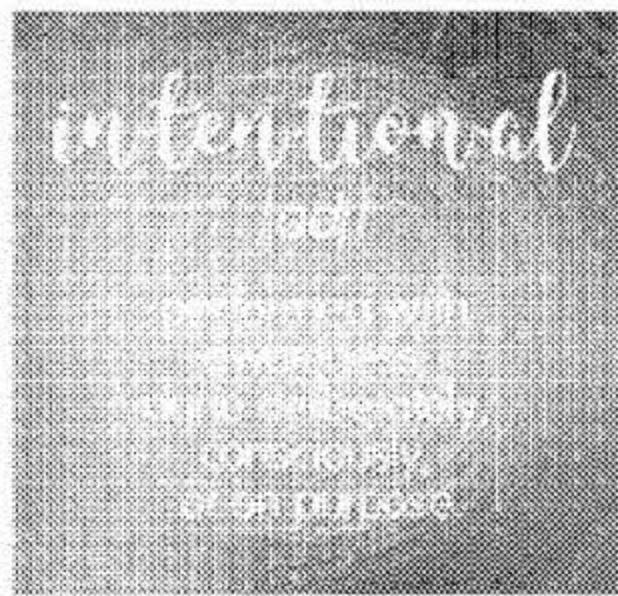
Exec Sponsors: Patrick & Megan (as part of People Dev Pillar)

### Coming Soon:

- Interview Readiness Training
- Job Shadow Program (Info session to be scheduled late January)
- Own Your Career Session (with Jenny Wood)
- Coaching Sessions / Hall Pass
- HoldCo Director Career Office Hours
- ASL-Only Round Table with Kristen

Up Next: Carol, Chris

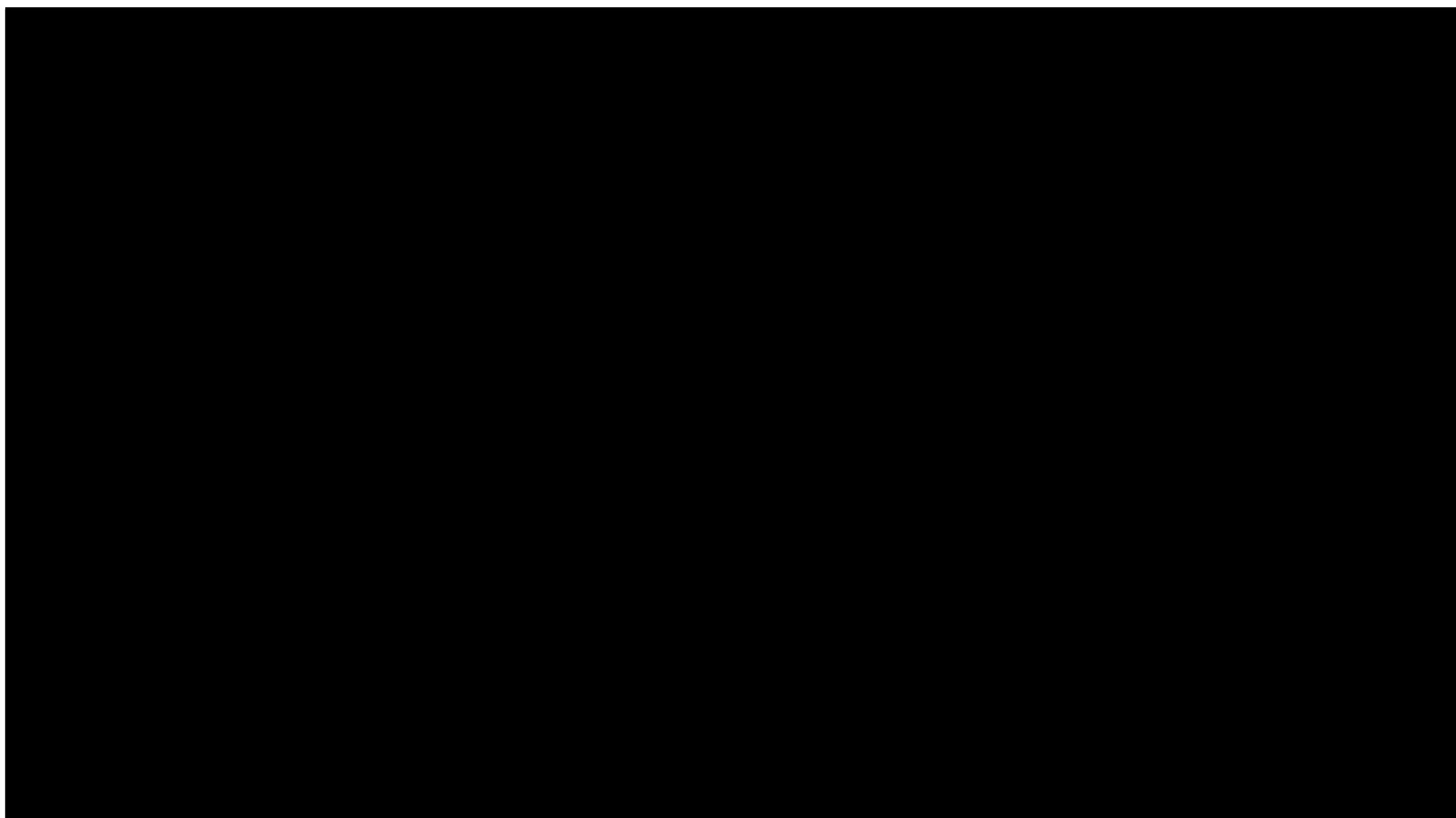
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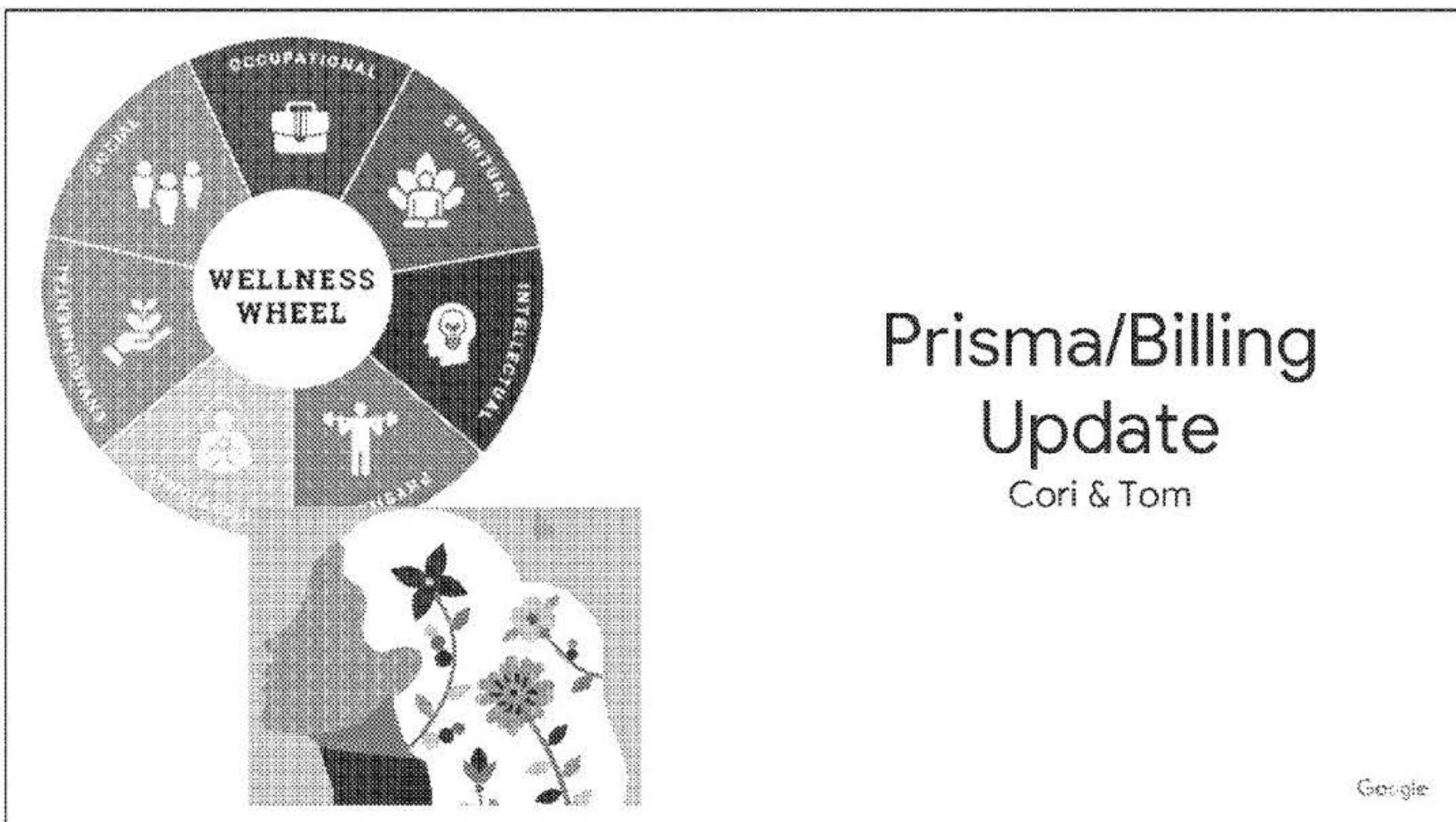


# Finance Update

Chris

Google





Whole self

Being more intentional specifically within this space

Monthly time to reflect on what i did, feel, what i want to do next



## Prisma Integration Refresher

**TL;DR:** Prisma is Mediaocean's digital media management platform that enables advertisers to run campaigns across all channels, through every step of the campaign billing lifecycle. Prisma is now integrated with Google Ads, CM360 and DV360.

**WHY:** For years, agency partners in the US (and globally) have asked Google to reduce friction in the billing and reconciliation process. Our third party billing integration answers this ask directly, creating operational automation throughout the campaign booking and reconciliation process.

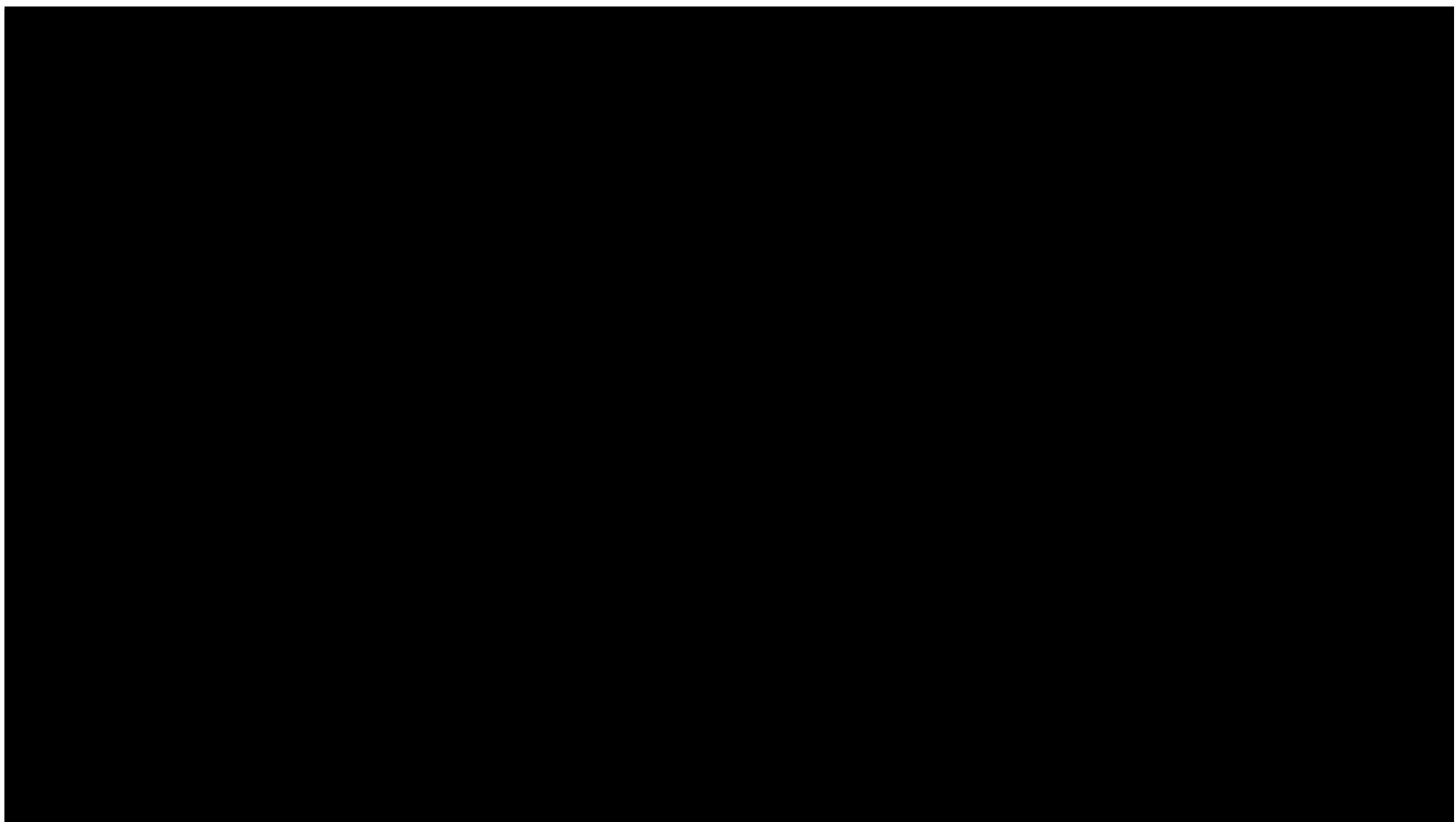
### KEY BENEFITS:

- Reduces errors and the volume of manual work
- Reduction of order holds and suspensions
- Ensures every budget has a PO Number associated
- Enables our partners to pay Google faster
- Driver of the improvement in our customer CSAT

These solutions are a foundational component of agency transformation (automation in workflow management and operations).

Google

3P and Prisma Billing Integration → interchangeable

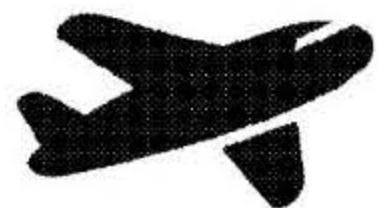


So What...

Inclusion but also activation of adoption. Key tenant of cross-product, agency transformation, we're helping them to realize the benefits. Improve the status quo.

**\*\*WHY on bumping up roadshow\***

One sheets



# Pod Engagement Strategy

Sandy and Juan

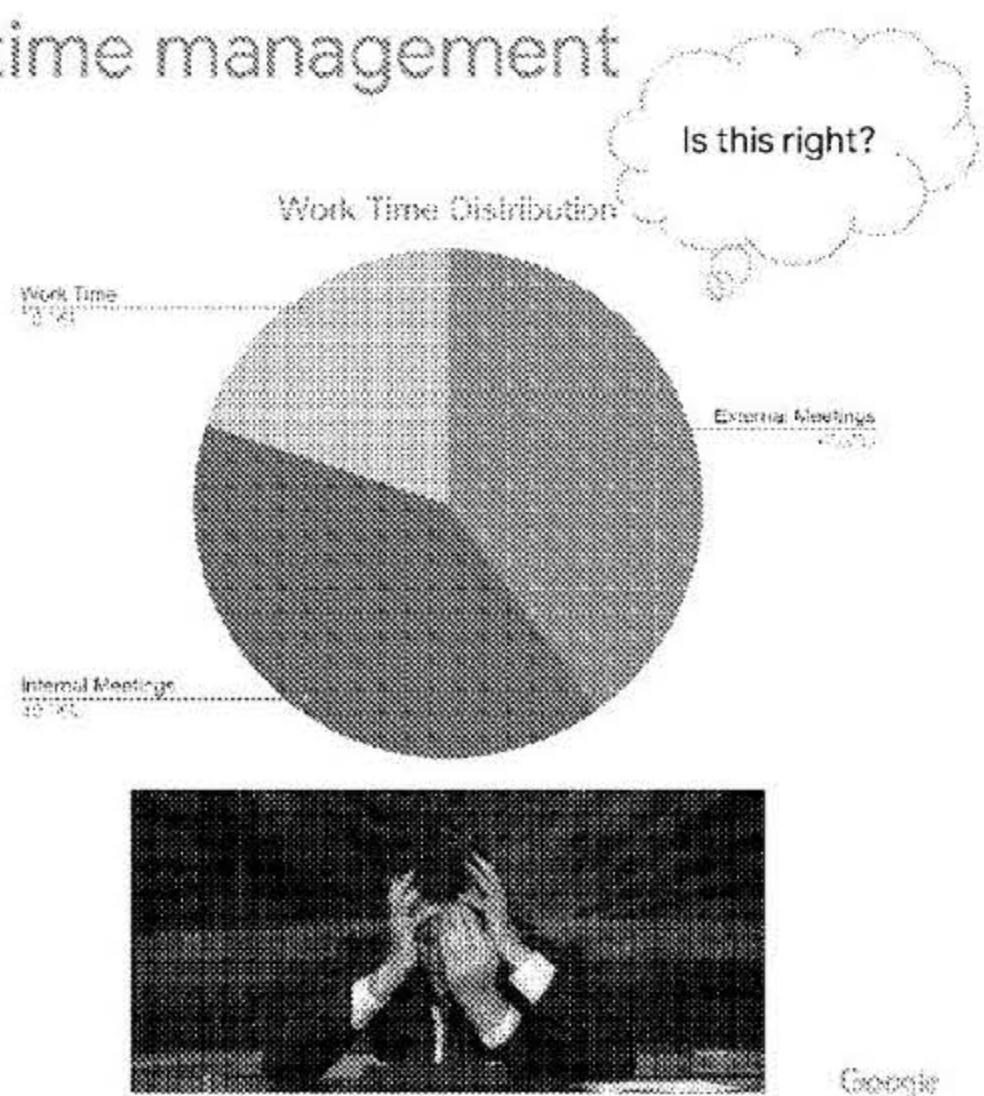
Google

Reset the calendar and revisit time management

New leadership, means change! Embrace the change and be a change agent.

Revisit your calendar and :

- How much time I am spending externally?
  - How much work time do I have?
  - How much time am I spending internally?
  - How are my stakeholders spending their time?  
Pods and agencies!
  - Am I productive and focused with my current meeting structure?
  - Where can I shift my focus to produce the best output for my list of priorities?



With new leadership, comes change and we're embracing the growth mindset on our team and sharpening our focus on what matters most.

Megan has challenged us to think about how we're thinking about our role externally and internally. I've been on this team for two years now and I'm finding the need to revisit my calendar.

I can admit that my calendar has both great and stale meetings. So I'm taking a look at how to blow it up! I'm using some guiding time management principles to look at my calendar.

Making a list of everything I'm working on and prioritizing it in a list

How much time I am spending in meetings? Does that need to go up or down? Do I need to prioritize other meetings?

**How much work time do I have?**

How much time am I spending internally?

These are some general questions we're looking at when reviewing the calendar. I'm very number a numbers guy and I'm actually throwing this all into spreadsheets to get my percentage breakout of where I'm spending most of my time. This is being used to reinforce where I need to push and pull.

One area of focus is how we have effective meetings with pods. That's something we'll discuss next?

## Revisiting pod engagement strategy

- **OBJECTIVE:** Increase productivity of A&BS + ALCS sector partnership to drive revenue & agency engagement
- **STRATEGY (ideation)**
  1. Reimagine A&BS + Pod meetings (Cadence, format, etc.)
  2. Scale quarterly sector insights & priorities
  3. Ongoing revenue analysis via email
- **RESEARCH:** Listening Tour across pod and agency teams to understand input/output and wants/needs of pod meetings
- **NEXT STEPS:**
  - Gather feedback from a select pod teams
  - Present strategy at Pub Team Business Planning session (1/19)
  - Pilot new strategy with Team Pub and then roll out

Sample Meeting Structure

Subject	M1	M2	M3
<u>Revenue Notes</u>	What does your pipeline look like for this quarter?  What's your outlook on Quota for this quarter?	Based on the pipeline conversation, what's in play and what has been deprioritized?  When are you completing your mid-quarter call and can you share it?	Looks like your final quota is going to deliver on X%. Confirm final quota number.  What priorities are coming for the next quarter that we can prepare the agency for at scale?
<u>Sector Information</u>	What are the plays this quarter for your sector?	What are the emerging trends within your sector / industry?	What worked well/could have improved within the plays that your sector ran?
<u>Agency Relationship</u>	Who are the key decision makers at the agency for your prios?  In what ways might we collaborate?	Are there any roadblocks at the agency? How can we support covering key decision makers?	What would you have wanted/changed in working with the agency this past quarter?

WOOOGIE

“It is often easier to make progress on mega-ambitious dreams. Since no one else is crazy enough to do it, you have little competition.”

Larry Page



Google

As we forge ahead into a new year, new goals and resolutions, want to leave you with a thought from Google founder—